

## DESIGNER GUIDELINES

EDITOR: [Editor@crochet-world.com](mailto:Editor@crochet-world.com)

## GENERAL INFORMATION

*Crochet World* magazine is published bimonthly by DRG Publishing. The magazine offers techniques and patterns with complete directions for all types of crochet. It also features a Q&A column, contests, new product information, crochet book reviews, letters swap and crochet hints. Please e-mail or write for an Editorial Calendar that lists the theme of each issue and the sketch/swatch review and design deadlines. These are sent via U.S. Postal Service.

## PROJECT SUBMISSIONS & QUERIES

We welcome project queries from designers, preferably by e-mail. Examine recent copies of *Crochet World* to familiarize yourself with the style and the type of projects that have been published recently. Pattern your submissions after those in the publication, following these guidelines:

- All projects must be **original designs** and not previously published. We do not accept simultaneous submissions to other publications.
- Begin each submission with a sentence or two about why you designed it.
- Include all contact information with your query, including name, address, phone number, *and e-mail address*.
- If you want your projects returned, they ***must be accompanied by correct return postage***.
- **Project review:** Reviews are held approximately every eight weeks. Check the Editorial Calendar for dates. Many of these projects are seasonal. If we accept your design(s), we will contact you within two weeks after the review date. Those not chosen will be returned within four weeks after the review date.

## PROJECT YARN & COLOR CHOICES

If you wish, discuss color and yarn choices with the editor before beginning a project. Some yarn colors simply don't photograph well, no matter how beautiful they are. Make sure the yarn(s) chosen is still current and not a discontinued product or color. As you crochet the project follow these guidelines:

- Do your best, most careful crocheting. Remember that you are crocheting for a possible close-up photo. Stitch color and the quality of your crocheting will show. Weave in loose ends.
- Do not submit soiled or damaged projects. Remove lint, stray threads, and pet hairs before packing for shipment. Be aware that yarn absorbs cigarette smoke like a sponge and is an allergen to those who are allergic to cigarette smoke.
- The projects are your property unless other arrangements are made with/by the editor at the time of acceptance.

## DESIGNER GUIDELINES

Please follow these guidelines to ensure that your submission is complete. Use the following as a checklist before finalizing and sending your instructions to the editor. If you have questions or concerns, e-mail (preferred) or call the editor.

- Use Microsoft Word to prepare your electronic document.
- Double space and use 1-inch margins all around. *Single-spaced documents will be returned.*
- Use nothing smaller than 12-point type.
- Include your name and complete address, including phone number and e-mail contact information, in the upper left-hand corner of *every* manuscript page.
- Type manuscripts flush left, ragged right.
- Number pages consecutively.
- Do not use lower case L's in place of numeral 1's.

- Use the standard crochet abbreviations given within the *Standards and Guidelines for Crochet and Knitting* as compiled by the Craft Yarn Council of America. These are available on the Web at: [www.yarnstandards.com](http://www.yarnstandards.com) or write to us for a copy.
- Do a final spell-check on your completed document before submitting it to the editor.
- To ensure accuracy, proof your crochet directions thoroughly before submitting to the editor.
- **Yes, we still accept handwritten or typed directions. However, follow all guidelines that pertain, no matter how directions are written.**
- **NOTE:** Incomplete submissions may be rejected or returned for revision at the editor's discretion.

## DESIGN CONTENT

Refer to the latest editions of Merriam-Webster's Collegiate Dictionary and (for those who have it) the Associated Press Stylebook for style and spelling questions.

- The editor reserves the right to retitle your project but welcomes your suggestions.
- Include a bit of introductory copy to the project. The editor will use this to write about the finished article.
- State skill level: beginner, easy, intermediate or experienced.
- For garments, give sizes (a *minimum* of three sizes, preferably four or five) and finished measurements. Please follow the garment sizing listed in *Standards and Guidelines for Crochet and Knitting*.
- List the model size on the project tag as well in the instructions.
- Include a list of materials needed to complete the project. Include everything such as buttons, sequins, ribbon, fiberfill, glue, stitch markers, tapestry needle, etc.
- **Products:** List brand name and color number of yarn(s) or thread(s) used. Include gram, yardage, and ounce per skein or ball. Specify weight (baby/fingering, sport, DK, worsted, bulky, etc.). Do not list "scrap of" or "small amount," but state ounces or yards necessary. This information is often missing and requires much wasted time on the technical editor's behalf, trying to track it down. Attach one yarn or thread label (for each material and color) used with your project. Staple to the hard copy of the directions.
- State hook size(s) in U.S., metric and U.K.
- **Gauge:** Directions without a gauge will be returned. Measure stitches and rows/rnds over 1 or 2 inches (example: 4 sc = 1 inch; 5 sc rows = 1 inch).
- Provide stitch counts at the end of all increase and decrease rows.
- Explain any techniques or special stitches crocheters of that experience level may not know.
- Don't assume anything. Write as if you are teaching a beginner, and don't leave out any steps.
- Proofread your instructions several times to eliminate possible errors. Suggestion: Have a crocheting friend read over your patterns to help spot errors or hard-to-follow sections.
- Include rough art for suggestion illustrations for those steps where a graph or a diagram will be helpful to the reader and/or the technical editor during the editing process. Electronic illustrations are acceptable as e-mail attachments. *Final illustrations will be at the editor's discretion.* These do not have to be perfect, but need to show the details that are discussed in the accompanying text.
- **Packaging:** In your package, provide a hard copy of the project along with suggested illustrations. Send to arrive on or before the deadline listed in the Editorial Calendar. Keep a copy of the directions and illustrations for your personal files.
- Pack projects carefully, keeping tracking information in the event of loss. You are responsible for all costs of shipping your projects to the editor as well as return postage.
- **Noncrocheted Material:** Small poems (less than 3 typeset column inches) pay \$20; on rare occasions we publish nonpattern manuscripts that must relate to crochet in some way. They must be less than one typeset page. Payment is \$50–\$100. Submit poems/manuscripts to the editor as an e-mail attachment (preferred).

- DRG Publishing will be responsible for all photography.

## **MAILING INFORMATION**

Send submissions, completed projects and all other items to:

Editor, Crochet World  
DRG Publishing  
306 East Parr Road  
Berne, IN 46711  
Editor@crochet-world.com  
(260) 589-4000 (Eastern Standard Time)

## **RETURN OF PUBLISHED PROJECTS**

Your projects will be returned to you approximately six weeks after publication. You will receive one complimentary copy of the issue in which it appears.

## **CONTRACTS & PAYMENTS**

The project fee will be affected by the design complexity, your accuracy, creativity, workmanship, overall quality, and adherence to guidelines.

When we receive the completed project, instructions and all related materials, we will send you an agreement and a business-reply envelope. Sign the agreement and return it in the postage-paid envelope. Keep the photocopy of the agreement for your records and return the original to us. Average fees range from \$50 to \$500.

Payment will be made within 45 days of the time we receive your signed contract. Because DRG Publishing purchases all rights to designs unless otherwise arranged with the editor, designers should not sell the purchased design/poem/manuscript, or one very similar to it, to another publisher. If you have questions, contact the editor.

We look forward to working with you!